

What is claimed is:

1. An apparatus for displaying broadcast information of a television comprising:

5 a broadcast service provider transmitting broadcast signals of each broadcast program including region information (information indicating a region whereby specific information exists) and specific information for each region; and

10 a television receiver for receiving the broadcast signals transmitted from the broadcast service provider, video processing the received broadcast signals and displaying them through a screen, and displaying specific information of a corresponding region when a user selects a certain region on the screen.

15 2. The apparatus according to claim 1, wherein the television receiver includes:

a TV controlling means for enabling the user to control TV functions and to select screen regions;

20 a video processing unit for video processing the broadcast signals and specific information corresponding to each region and for displaying the signals and information on the screen;

a memory unit for storing the region information and specific information corresponding to each region; and

a microcomputer for reading, from the memory unit, the specific information corresponding to the region of the screen selected by the user through the TV controlling means with reference to the region information and for outputting the  
5 information to the video processing unit.

3. The apparatus according to claim 2, wherein the TV controlling means includes a direction key or a track ball for selecting the screen regions.

4. The apparatus according to claim 2, wherein the television receiver further includes an Internet module enabling WEB site information included in the specific information to be read and processed through the screen.

5. A method of displaying broadcast information of a television comprising the steps of:

a broadcast service provider transmitting broadcast signals of each broadcast program including region information and  
20 specific information for each region;

receiving through a television receiver the broadcast signals transmitted from the broadcast service provider, video processing the received broadcast signals and displaying them

through a screen, and storing the region information and specific information for each region among the broadcast signals;

a user operating an indicating means to search a region on the screen and selecting a desired region; and

5 displaying a video image of the region selected by the user or its corresponding specific information.

6. The method according to claim 5, wherein the specific information for each region consists of at least one of video related information of a corresponding region and Internet WEB site URL.

7. The method according to claim 5, wherein the step of the user operating an indicating means to search a region on the screen and selecting a desired region includes the steps of:

moving a position of a cursor in accordance with the movement of the indicating means; and

changing a shape or color of the cursor, when specific information exists in the region of the screen where the cursor is positioned.

8. The method according to claim 5, wherein the step of the user operating an indicating means to search a region on the screen and selecting a desired region includes the steps of:

the user pressing a selection key on the indicating means to select the region;

displaying indexes on the regions defined by the region information among the regions of the screen; and

5 selecting among the indexes an index, which the user desires.

9. The method according to claim 5, wherein the step of displaying a video image of the region selected by the user or its corresponding specific information includes the step of:

10 displaying a video image of a region selected by the user on one side of the screen and displaying corresponding video related information on the rest of the screen.

15 10. The method according to claim 5, wherein the step of displaying a video image of the region selected by the user or its corresponding specific information includes the step of:

connecting to an Internet WEB site corresponding to the video image of the selected region and displaying a corresponding screen image.

20